



MINUTES
February 14, 2012
6:00 - 8:00 p.m.

Seattle Municipal Tower 27th Floor Board Room (2750)
700 Fifth Avenue, Seattle, WA 98104

Minutes

An audio podcast of this meeting is available at
<http://itunes.apple.com/podcast/city-seattle-citizens-telecommunications/id289756959>

Attending

Board members: Ted Schmitt, Karen Manuel, Marina Martin, Daniel Carillo, Jr., Stacey Wedlake, Brian Hsi, Bryan Dosono

Public: Ben McGinnis, Dorene Cornwell, Ben Schiendelman, Ken Meyer

Staff: Mayor's Office; Aaron Fishbone, Sol Villareal,
Department of Information Technology: John Giamberso, Bruce Blood, Sabra Schneider,
David Keyes

The agenda and January minutes were approved

Public Participation: Attendees introduced themselves. No starting public comment offered; members of the public participated in individual meeting topics. Ben and Ben are applicants for CTTAB.

Tech Sector Goals & Roundtable - Sol Villareal, Mayor's Office Outreach staff

The Mayor is working to engage with the tech sector more. Focus for 1st one is tech start-up community. What needs they have, what are challenges, how can the city help? Mayor is looking at small to medium size businesses.

Roundtable would be one initial meeting and then determining best follow-up.

Mayor's Office is looking for suggestions on people. Members can email Sol the list. Seems like the conversation that may involve common themes, such as incubator space, access to capital.

Suggestions made:

From Ted: Oren Etzioni from UW who has done start-up.

Brady from Ignite.

From Marina – Greg Gossman at Madrona

Other ideas: Metrix (, Adus, Beer and Code

John Cook at Geekwire

Ben Schiendelman comments:

Look at pre-vc people, but may want to have venture capitalist represented in the room. Look at Portland c-fund for background.

Talk to people with successful start-ups about why they chose Seattle – what factors do we need to strengthen?

Look at places offering flexible workspaces.

Aaron Fishbone, Mayor's office

Next Fifty – Seattle Center anniversary: April to October

See Nextfifty.org

Economic Development focus has different sector strategies (e.g. health, transportation).

There are different focus months, including Learning month, Civic Engagement month (chaired by Eric Liu) and these:

Science and Tech is June, Co-chair is Susannah Malarkey, WTIA

Commerce and Innovation Economy Month is September, and is being chaired by Aaron with the Executive Director of the WA State Economic Development Commission. Featuring different sectors, gatherings for people involved in these areas:

1. Workforce development and what skills will people need, culminating with career fair.
2. Infrastructure
3. Global connections and trade, and global development
4. Innovation and entrepreneurship, (Ashoka for social entrepreneurship)

Seattle Channel presentation – John Giamberso (Channel Manager) (20 min)

Mission is to cover the civics, culture and community of Seattle

John played a reel

Our job is a window on government, to make compelling content and produce high quality programming.

Seattle Channel is one of the channels allotted

Strategic directions set initially in 2001 with the results of

Got \$5 million grant from Comcast cable franchising process, which enabled the channel to step up and add arts and culture programming (ArtZone)

Current program decisions are made by senior channel staff and each production

Request for CTTAB help

Looking for story ideas from CTTAB and community.

Marketing strategy and increasingly social media.

Increasingly looking at interactive capacity

Suggestions for programming:

Feature on community computer and digital media learning labs (David Keyes can help)

Apps for Seattle coverage and new apps

Ted – suggest approaching tech bloggers about bringing their work into the studio.eg Todd Bishop

TedTalk at Seattle U in March and TedX, Ignite Talks (Marina will make intro to Ignite staff)

Instructions for Civic Engagement: How do you get engaged, how to go to City Council meeting. (They have How a Bill Becomes Law). How to do Community Organizing Well.

Mobile: Streaming available on Channel now.

John – will send web stats for them.

Will be covering Next50 and then doing a wrap up show.

Have made it easier for neighborhood blogs to embed SeattleChannel video into their sites.

Mobile Apps Development – Sabra Schneider, Office of Electronic Communications (15 min)

Basic question for brainstorming and ideas from CTTAB is

How should City proceed with mobile development and what should be the priorities for services to be provided?

One app or multiple apps (one or separate apps for utilities. Pay your utility bill or getting the bus may be one.

Ted: Apps tend to be one-trick ponies. How it gets asked and who the audience is will impact the answer:

We're seeing apps getting split into multiple, focused apps.

Issue is also discoverability of the feature or service.

What are the critical pieces: Also includes audience, platform...

HTML5 or real apps

City is moving to Google Analytics,

For Sabra/Bruce – would be helpful to have a info sheet to frame the background and discussion for retreat next discussion. What apps does the City already have.

There's a challenge finding apps listings for gov services.

Looking at CRM integration as part of this.

TO DO: put up a blog or way for members to share research and relevant materials. (Refer to Web and Social Media Committee working on CTTAB communications.)

This will be put on the agenda for retreat discussion.

Apps for Seattle Contest / April 26-28 Gov start-up Weekend - Marina Martin and Sabra Schneider (15 min)

Contest will March thru September with April 27-29 link-up with Start-up Weekend.

County and state are joining

150 max for the start-up weekend. Will be at City Hall.

Kickoff Friday night, form teams

Sunday eve presentations with judges there.

Goals for the weekend to have local tech community interact with gov people. Goal is mainly about getting the data sets used and enthusiasm about collaboration with the app development a secondary goal.

Asks for CTTAB

- 1) Sponsorship slots still available for weekend or for larger contest.
- 2) Ideas for incentives (Lunch with someone, exposure opportunities)

We are the first start-up gov weekend in the U.S.!

Marketing to public and solicit ideas:

Ideascale may be on board to be available as a platform

Need to finish shaping before announce. Looking at mid-end of March. May want to look at earlier release for idea generating.

For CTTAB: Help to frame marketing

Marina will put together sponsorship package. She'll coordinate with Sabra.

Retreat agenda item: Walk through the schedule.

Technology Matching Fund Grants – David Keyes See seattle.gov/tech/tmf

- a. Workshops March 1st and 3rd , deadline April 3rd
- b. 2012 CTTAB Tech Matching Fund committee?

Fran,

Ben S, Ted will read again, Stacey, Marina, Brian

CTTAB Administration

Status on member recruitment: 16 applications were received. Interviews are being scheduled. Ted is participating on these. We will notify applicants after Mayor and Councilmember Harrell have confirmed who will be put forward for appointment.

March Retreat – Wednesday March 14 starting at 4

- i. 4-4:30 mayor
- ii. 5-5:30 Harrell likely
- iii. Mobile apps discussion
- iv. Apps for Seattle

April meeting will be held at Seattle Community Media facilities

Meeting adjourned at 8 pm